

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council	
FROM: TITLE:	Kara Euale Manager, Marketing and Events	
DATE OF MEETING:	October 5, 2020	
TITLE / SUBJECT:	Seasonal Decorative Lights	
REPORT DATE:	September 24, 2020	File #:

1.0 STRATEGIC PLAN

Not Applicable

2.0 PUBLIC ENGAGEMENT

Not Applicable

3.0 RECOMMENDATION

THAT Council approve the Town of Cobourg entering into a contract with Blachere Illumination for the Downtown Seasonal Decorative Lights for a period of three years commencing October 2020 for the amount of \$29,970+HST per year.

4.0 ORIGIN

The Seasonal Decorative lights is an annual project within the Town of Cobourg Marketing and Events budget. Decorative lighting is used to brighten Cobourg's downtown corridor during the dark winter months and create a welcoming environment for out of town guests and local citizens to enjoy shopping and entertainment.

5.0 BACKGROUND

The Town of Cobourg issued an RFQ for the Seasonal Decorative Lights on August 14, 2020. Four submissions were received and reviewed by a panel consisting of Community Services staff and a representative of the Downtown Business Improvement Area Board of Management. With their significant contribution to this project, the Community Services Division committed to

keeping the DBIA Board of Management part of the decision making on the 2020 RRQ process and lighting design selection.

Upon review, the group determined that all submissions were over the set budget of \$30,000. The group put together a set of additional questions for clarification and went back to each applicant on Monday, September 14th to confirm if they could meet the Town's budget of \$30,000.

6.0 ANALYSIS

Upon further review the panel recommended Blachere Illumination from Markham Ontario for the Seasonal Decorative Lights. Blachere Illumination makes all products in house and is able to make items custom in soft white or cool white as per the Town of Cobourg and DBIA's request. Products include a three year warranty and can be extended to a fourth year if the Town of Cobourg chooses to purchase the lighting fixtures at the end of the contract period. Blachere Illumination is the supplier of the Mistral lighting that has been used by the Town of Cobourg for the last four years and is a trusted supplier.

On Wednesday, September 23rd the Manager of Marketing and Events presented a report to the DBIA Board of Management with three lighting options provided by Blachere Illumination. The DBIA moved to select design PN 316 detailed below:

Please see Appendix A for DBIA Motion

PN316

H: 4'9"

W: 2'7"

Lumens Per fixture in Warm White: 1,263

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

With HST the Seasonal Decorative Lights will cost the Town of Cobourg \$30,497.48 per year.

On September 23, 2020 the DBIA Board of Management moved to confirm a commitment of \$16,000 to the Town of Cobourg Seasonal Decorative lights for the next three years.

Please see Appendix A for DBIA Motion

Year	Town of Cobourg	DBIA	Total
Year 1	\$14,497.48	\$16,000	\$30,497.48
Year 2	\$14,497.48	\$16,000	\$30,497.48

Year 3	\$14,497.48	\$16,000	\$30,497.48
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8.0 CONCLUSION

THAT Council approve the Town of Cobourg entering into a contract with Blachere Illumination for the Downtown Seasonal Decorative Lights for a period of three years commencing October 2020 for the amount of \$29,970+HST per year.

9.0 POLICIES AFFECTING THE PROPOSAL

Not Applicable

10.0 COMMUNICATION RESULTS

Not Applicable

12.0 AUTHORIZATION/SIGNATURES

Title:	Signing Official:	Signature:	Date:
Manager, Marketing and Events	K. Euale	Electronic	Sept 24, 2020
Director, Community Services	D. Hustwick	Electronic	Sept 24, 2020
Chief Administrative Officer (Interim)	I. Davey	Electronic	Sept 24, 2020